Weaknesses

* Better tracking of financials (payments and incomes)
* Utilize appropriate general ledger template
* Integrate chart of accounts into each transaction within the general ledge
* More time spent on pursuing potential clients

New product

* For a new product, Alex suggested an outdoor personal training sessions which will cost the business $250 for the year (paid to the local council)
* Massage services was suggested by Bejan, however the costs did not seem sufficient to cover the potential income for this service

Product to be removed

* The group collectively decided to remove the ‘12 Month Large-Business Membership’ which is only applicable for business with 50 or more employees, since there has been no purchases in this category and no interest has been shown.

Moving Forward

* Anthony proposed a long term plan to include hiring more staff to cater for greater number of members and a possible property expansion or expansion of real estate in the future (5 years +)